

Director of Industry Relations for the Minnesota Beef Council

Under the supervision of the Minnesota Beef Council (MBC) CEO, this position is responsible for delivering beef promotion and education strategies to the foodservice and retail channels, industry partners, producers, and consumers. This position would also be responsible for communicating with Minnesota cattle producers about the beef checkoff and how they can deliver the beef message on a local level, through MBC's Local Producer Promotion Program. This position acts as a liaison with state and national groups, conducts educational programs, delivers beef promotional information through various channels and assists with development of business to business relationships.

Responsibilities of the Director of Industry Relations are as follows:

1. Retail/Foodservice
 - Coordinate presentations and educational programs for retail and foodservice groups.
 - Coordinate program outreach by working with retail, foodservice and other industry groups.
 - Serve as key contact for the Minnesota Association of Meat Processors (MAMP), including monthly newsletter contributions and coordination of the MAMP Innovative Beef Contest.
 - Attends workshops and skill development sessions related to the responsibilities and duties of the position.
 - Develops working relationships with retailers, meat managers, foodservice operators, distributors and chefs in Minnesota, in an effort to build beef demand.
 - In collaboration with the Director of Communications, coordinate the Minnesota Beef Backer program.
2. Local Producer Promotion Program
 - Manage requests for promotional, educational, research, and compliance materials.
 - Maintain inventory of all materials and literature.
 - Help coordinate county promotion activities and assist with State Fair, May Beef Month, and other MBC activities.
3. Producer communications
 - Assist the CEO with communication of beef council activities with producers through newsletters, presentations, web, print and radio.
 - Communicate MBC activities to the Minnesota State Cattlemen's Association (MSCA), University of Minnesota Extension, breed associations, and other allied producer organizations.
 - Regularly contributes to producer communications, industry publications and MBC website regarding beef checkoff programs, promotions and other activities.
4. Industry relations
 - Work with Minnesota beef processors / packers as needed.
 - Represent MBC at various tradeshow, workshops and meetings, including: Minnesota Beef Expo, Minnesota Farmers Union Annual Meeting, Minnesota Farm Bureau Annual Meeting, MSCA Summer Tour and others.
 - Actively initiates and fosters program partnerships with agriculture commodity and industry organizations.

5. Collections compliance responsibilities:
 - Assist with the checkoff compliance program for the State of Minnesota, coordinated with Cattlemen's Beef Board.
 - Communicate with producers, livestock dealers, auction markets, feedlots, packers, auctioneers, individual farmers and other Qualified State Beef Councils to facilitate their cooperation and full compliance with the Beef Checkoff Program.
 - In cooperation with Cattlemen's Beef Board staff auditor, perform compliance audits.
6. Elections
 - Maintain MBC ballot list and work with the MN Department of Agriculture in coordinating MBC Director elections.
7. Miscellaneous
 - Primary staff coordinator and leader of MBC/MSCA "Top of Class" beef advocacy program.
 - Coordinate/supervise warehouse operations including shipping, materials inventory, etc.
 - Assist in planning and coordination of Directors meetings and other events.
 - Other related duties as assigned by the CEO or Board of Directors.

MINIMUM QUALIFICATIONS

Education and Experience:

1. This position would require an Associate's Degree or Bachelor's Degree in Agricultural Marketing, Meat Science, Animal Science, Agricultural Education, or related field.
2. Two to four years of experience in a related field such as education, agricultural communications, food retailing or foodservice.

Skills, Knowledge, and Abilities:

1. Excellent interpersonal skills with the ability to work courteously and cooperatively with farmers and ranchers, retailers, foodservice professionals, researchers, volunteers, media, colleagues, and staff.
2. Excellent written and verbal communication skills with the ability to present effectively to large and small groups of all ages in a variety of settings.
3. Strong organizational skills with the ability to multi-task.
4. Proficiency in computer usage and applications, including Microsoft Office suite.
5. Knowledge of the food sector of the economy with particular emphasis on beef and food safety.
6. Basic understanding of agriculture, and the beef industry.
7. Ability to handle confidential information and exhibit problem solving capabilities.
8. Able to work independently but with the ability and desire to be a proactive team player within the council and beef industry.
9. Ability to travel and to work events that occur occasionally on weekends or in the evening.

Physical Requirements:

1. Ability to stand for prolonged periods of time during trade shows and exhibits.
2. Must be able to occasionally lift and/or move boxes or equipment weighing up to 50 lbs.
3. Must be able to function in all outdoor conditions